DOCUMENT RESUME

ED 343 616 IR 053 994

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TITLE 1989--The Year of the Young Reader. Report on Events, Projects, and Activities.
INSTITUTION Library of Congress, Washington, DC. Center for the Book.
PUB DATE Apr 90
NOTE 19p.
PUB TYPE Reports - Descriptive (141)

EDRS PRICE MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS Adolescents; Children; Elementary Secondary Education; Federal Government; *Library Services; *Literacy; Mass Media; National Organizations; National Programs; Program Descriptions; Publicity; Public Relations; Publishing Industry; *Reading Programs; State Government; Television
IDENTIFIERS Library of Congress

ABSTRACT

This selective report on the celebration across the country of the Year of the Young Reader (YYR) by the Library of Congress and its partners has a two-fold purpose: to provide a chronological review of the events, projects, and activities that made the campaign effective; and to stimulate thinking on how to give the next campaign, "1991--the Year of the Lifetime Reader," the broadest possible impact. The report highlights, by month, the YYR campaign's national events, state events, projects in the schools (by state), publicity campaigns (brochures, television spots, press), television projects, and posters and publications. Concluding the report is a list of national associations and advocacy groups and their activities in promoting literacy and reading during the campaign. (MAB)

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1989 - The Year of the Young Reader

A Report on Events, Projects, and Activities

by Michael Thompson
Consultant, The Center for the Book,
Library of Congress

April 1990

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THE CENTER FOR
THE BOOK

April 1990

"1989 - THE YEAR OF THE YOUNG READER"

A REPORT ON EVENTS, PROJECTS, AND ACTIVITIES

by Michael Thompson
Consultant, The Center for the Book,
Library of Congress

This selective report on the celebration across the country of the Year of the Young Reader (YYR) has a two-fold purpose: to review the events, projects, and activities that made the campaign effective; and to stimulate thinking on how to give our new campaign, "1991 - The Year of the Lifetime Reader," the broadest possible impact. In this connection, three aspects of the YYR deserve special attention. The first is the importance of advance planning -- and the earlier the better. The second is the importance of the contribution made by all the other participating organizations. Our job, at the Center for the Book in the Library of Congress, is to serve as a catalyst. We fortunately have no monopoly on good ideas, as this report demonstrates. The third point is the potential international significance of a campaign such as YYR. As proud as we are of our 1989 successes, we know they were only a harbinger of what could happen in future campaigns.

Here, then, is how the Library of Congress and its partners celebrated the YYR in 1989. This report is organized as follows:

National Events

State Events

Projects in the Schools (by state)

Publicity

Television Projects

Posters and Publications

National Associations and Organizations

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NATIONAL EVENTS: A SELECTIVE LISTING

1988

May 10	Joint resolutions for "1989 - The Year of the Young Reader" are introduced in the Senate (S.J.Res. 315) and the House of Representatives (H.J.Res 565).
June 18	Governor Henry Bellmon of Oklahoma issues a declaration proclaiming 1989 the Year of the Young Reader in Oklahoma, the first of 13 such proclamations by state governors.
July 26	The YYR joint resolution is approved by the Senate.
September	The Association of Booksellers for Children begins publication of a YYR bi-monthly newsletter, to provide its members with information on YYR activities in their respective states.
September 28	The U.S. and the U.S.S.R. sign a protocol that includes two projects to be undertaken as part of a joint YYR celebration: an exchange of children's book exhibits and the publication in each country of ten children's books originating in the other.
October 21	The YYR joint resolution is approved by the U.S. House of Representatives.
November 15	President Reagan signs Public Law 100-662, officially designating 1989 as the Year of the Young Reader.
November 28	The Library of Congress inaugurates its YYR program with remarks by Librarian of Congress James H. Billington, a lecture by author Katherine Paterson, and a program with school children.
December 5	President Reagan issues a presidential proclamation designating 1989 as the Year of the Young Reader. The White House issues a press release. A White House signing ceremony and press release make everything official.

1989

Year-long	In celebration of the YYR, Houghton Mifflin sponsors a travelling exhibit of original art by David Macaulay, author of The Way Things Work and other books. Two sections, one for large and one for small libraries, travel simultaneously. The exhibit was initiated by the Florida Center for the Book.

Year-long	PBS Elementary/Secondary Service celebrates the YYR by distributing a list of readings related to PBS instructional television programs. "Tune In Guides," highlighting selected programming for educational use, focus on promoting reading.
January 23	The National Library Service for the Blind and Physically Handicapped (NLS/BPH) begins a nation-wide program to salute children who use braille and talking books, with the event, "1989 - Year of the Young Reader Presentation of Reader's Cards." This marks the beginning of the national distribution of reader's cards to some 20,000 young people, aged 17 or less, who participate in the NLS/BPH network.
January 30	Barbara Bush invites Dr. Billington and John Cole, Director of the Center of the Book, to the White House to discuss how she can help with the YYR campaign.
February	Bantam Books launches "The Year of the Young Skylark Reader," a promotion aimed at booksellers. Under the Bantam Skylark Books imprint, Bantam will publish new and traditional titles in a series targeted at young readers in February, March, June, August, October, and December.
February 17	The Librarian of Congress announces that Barbara Bush has agreed to serve as Honorary Chairperson of the Year of the Young Reader.
March	As a YYR project, the wholesaler Baker & Taylor announces plans to produce a catalog called "Baker & Taylor Books for Growing Minds."
March 7	Barbara Bush visits the Library of Congress, reads Three Billy Goats Gruff to a Washington, D.C. Head Start class, and films a YYR promotion announcement. Members of Cartoonists Across America and Project Literacy U.S. (PLUS) participate in the event.
April 10	The Center for the Book hosts two events: a YYR "idea exchange" for representatives of state centers, and a National Library Week/YYR celebration and reception.
April 10	Mrs. Suzanne Mubarak, wife of the President of Egypt, becomes Honorary International Chairperson of the Year of the Young Reader.

May 29	The Center for the Book hosts a YYR reception and program for the World Congress of the International Booksellers Federation.
Summer	Houghton Mifflin publishes a National Summer Reading List to celebrate the YYR.
June 3-6	The American Booksellers Association's annual convention and trade show, held at the Washington Convention Center, has "1989 - The Year of the Young Reader" as its theme. Dr. Billington and John Cole participate in a program sponsored by the Association of Booksellers for Children.
June 9	The Librarian of Congress invites libraries around the country to join the Library of Congress and Pizza Hut in celebrating November 15 as National Young Reader's Day.
September 9	Congressman Tom Lantos sponsors an all-day program in San Mateo, California, "The Book and Beyond", which publicizes the YYR. Dr. Billington, John Cole and four other Library of Congress staff members participate.
September 19	Mott's Apple Juice and the Center for the Book sponsor a luncheon to present Mott's Apple Awards to prize-winning young readers. Five members of Congress attend.
September 21	Burl Ives gives a YYR concert at the Library of Congress, sponsored by the Center for the Book and the U.S. Department of Education, and hosted by the Librarian of Congress and Secretary of Education Lauro F. Cavazos. The student winners of Cricket magazine's YYR essay contest receive their awards prior to the concert.
September 26	The U.S.S.R./YYR exhibit, "The World Belongs to Children," containing over 650 Soviet books for children, photographs and drawings, opens in San Francisco at the South Bay Cultural Center, in cooperation with the San Francisco Public Library.
October 12	A counterpart exhibit, sponsored by the U.S. Information Service, of the 650 "most creative and best loved" American books for children and young readers, opens in Vilnius, capital of Lithuania.
October 26	The U.S./YYR exhibit of American books for children opens in Lvov, capital of the Ukraine.

November 9 — The U.S.S.R./YYR exhibit of books for children opens at the Houston Public Library. John Cole attends the opening and reads a message from Mrs. Bush.

November 10 — U.S. Ambassador to the Soviet Union Jack Matlock opens the YYR exhibit of American children's books in Yerevan, capital of the Armenian Soviet Socialist Republic.

November 15 — The day is celebrated across the country as National Young Reader's Day. Pizza Hut, the state centers for the book, and many others sponsor local events. Mrs. Bush hosts a reception at the White House in celebration of the Year of the Young Reader/National Young Reader's Day. Financial contributors to the YYR, known as "Best Friends of the YYR," attend, along with organizational partners, state center representatives, local event sponsors, and participants in the symposium, "Learning Opportunities for Children: Libraries and Their Partners."

November 15-16 — The Association for Library Service to Children and the Center for the Book sponsor a YYR symposium, "Learning Opportunities for Children: Libraries and Their Partners."

November 26 — The U.S.S.R./YYR exhibit opens at the Atlanta-Fulton Public Library.

December 7 — The U.S. Department of Education celebrates the Year of the Young Reader with an exhibit opening, a ceremony, and a special event for children. John Cole and Cap'n O.G. Readmore participate.

STATE EVENTS: A SELECTIVE LISTING

ALABAMA: December 1988, the Alabama Public Library Service holds a workshop for public librarians to introduce them to the YYR project. January 1989, The Alabama Librarian's Journal uses the YYR theme for its cover story. February 3-4, the Graduate School of Library Services at the University of Alabama sponsors "Alabama Celebrates the Year of the Young Reader: A Children's and Young Adult Literature Conference." The Alabama Year of the Young Reader Coalition issues Catch 'em in the Cradle, a booklet of tips on learning activities for parents and their children, and in cooperation with the Alabama Department of Education and the Pediatrics Association, mounts a campaign, "Read, Alabama, Read!"

ALASKA: Partners in Literacy, a newly-formed Anchorage coalition of school community leaders, public library officials and staff, PTA volunteers and local booksellers, organizes a variety of activities in honor of the YYR. October 27 - November 30, 1989, it sponsors a Young Reader Film Festival, with screenings of

such favorites as "Little Women," "The Prince and the Pauper," "National Velvet," "The Secret Garden," and "The Three Musketeers"; November 12, a "Literature Lift Off" at the Alaska Aviation Heritage Museum, in which participants celebrates both National Book Week and the YYR by enjoying "a free Sunday afternoon of entertainment, book binding, button making, airplanes, story reading, prizes and surprises"; and November 18, a panel discussion at the Loussac Library, to explore "how you can help our children upgrade their literacy miles from coach to first class."

CALIFORNIA

Northern: August 26, 1988, the Friends of the San Francisco Public Library and the California Center for the Book sponsor a YYR kick-off luncheon for northern California; Congresswoman Nancy Pelosi, Librarian of Congress James Billington, and Center for the Book Director John Cole are the speakers. February 11, 1989, the Year of the Young Reader San Francisco office and eight cooperating organizations sponsor a Children's Literature Conference, celebrating the YYR and featuring Bay area authors and illustrators, booksellers, educators, and librarians. A "Librology" game is developed in the San Francisco area to teach children how to use libraries. September 9, Congressman Tom Lantos sponsors an all-day program, "The Book and Beyond," in San Mateo, attended by nine staff members of the Library of Congress, including James Billington and John Cole, which publicizes the YYR. Congressman Lantos, the Peninsula Bicentennial of the Constitution Project and the Peninsula Library System, in collaboration with the Library of Congress, sponsor publication of a Conference Book in Celebration of the Year of the Young Reader and The American Memory Project of the Library of Congress, a compilation of brief statements by participants in "The Book and Beyond" program and inhabitants of the peninsula about what the reading of books meant to them as children.

Southern: October 2, 1988, the YYR Southern California Project, an affiliate of the California Center for the Book, sponsors a YYR Gala Kick-Off and Fund-Raiser at the Pasadena Public Library, raising -- through an art auction and book sale -- more than $18,000 for YYR projects in southern California. November 1988, the Santa Barbara Junior League uses "1989 - The Year of the Young Reader" as the theme for a project of collecting used books and distributing them to needy families and their children. December 1988, the YYR Southern California Project sponsors a YYR Christmas theme at Santa Monica Place. December 10-11, the YYR Southern California Project and Southern California Library Systems participate in the Reading is Fundamental Literacy Fair. January 1, 1989, the Santa Barbara County YYR Project begins its EARLY START program, visiting hospitals to present reading packets to new parents (a free book, an information packet about reading to babies, and a library card application, with a certificate for another free book). Still January, the Santa Barbara County YYR project initiates a newsletter with information about reading programs and plans in county schools, book reviews by children, and a calendar of YYR events. In

January, the YYR Committee begins working with Reading is Fundamental at the North Hollywood Shelter for the Homeless in sponsoring a monthly story hour for children living in the Shelter, and begins publishing a YYR newsletter. Spring, the Santa Barbara Botanical Garden uses the YYR theme when it hosts participants in the Santa Barbara "Poets in the Schools" project for a reading and picnic "in celebration of books." Spring, the Los Angeles County Board of Supervisors declares 1989 the Year of the Young Reader. April 3-7, the Santa Barbara Art Museum celebrates the YYR by hosting read-alouds in its galleries, with themes corresponding to the gallery in which the read-aloud takes place: Oriental, Greek and Roman, American, and Contemporary. April 3-8, the YYR Southern California Project sponsors a "Read Together Festival" in cooperation with the Los Angeles Public Library, the Los Angeles Unified School District, and other local organizations; the Los Angeles Public Library and the Los Angeles Children's Museum host a record-breaking 60-hour readathon at the Children's Museum. April 15, the Santa Barbara County YYR Project hosts a silent auction art show of original works by illustrators of children's books. May 6, the Santa Barbara Birth Resource Center sponsors a YYR Day featuring "book commercials" by children for their favorite books. October 1, the YYR Southern California Project and the Los Angeles County Office of Education sponsor a "Storytelling Festival". November 11-12, in celebration of the YYR, the Southern California Council of Reading is Fundamental, with a grant of $15,000 from the Los Angeles Times Mirror Foundation, holds a Family Reading Festival at the California Museum of Science and Industry. Throughout 1989, Carl's Junior fast-food chain of southern California gives books and Year of the Young Reader bookmarks to children who use its restaurants.

COLORADO: February 11 and 25, 1989, the Colorado Center for the Book, Pikes Peak Library District, and the Pikes Peak Council of the International Reading Association sponsor workshops for adults and children at Colorado Springs in honor of "I Love to Read Month". April 2-8, YYR activities are included in the Colorado "Week of the Young Child". The YYR is the theme of the Colorado Libraries' Summer Reading Program. September - December, the Chapter I Parent Conference celebrates the YYR. October, the Colorado Center for the Book celebrates "Read Aloud" month, distributing packets of information (a booklet of suggested readings, a list of book-related activities that adults can coordinate for children, T-shirt transfers) for day-care providers. December, Colorado Libraries devotes an issue to the YYR.

DISTRICT OF COLUMBIA: October 22, 1988, the Library of Congress, in cooperation with WETA-TV, sponsors Family Reading Day, a four-hour read-in featuring employees of the Library of Congress and their children, the Librarian of Congress, and local celebrities. November 17, the Children's Literature Center in the Library of Congress and the Center for the Book present a celebration of The Year of the Young Reader, with remarks by the Librarian, a lecture by children's book author Katherine Paterson, and presentations by the first grade class of Alexander R. Shepherd School. January 26, 1989, Twenty-First Century Books

presents a workshop at the Library of Congress, with Barbara Aiello, co-author of "The Kids on the Block" series, to discuss the special needs of young disabled readers. April, the Children's Literature Center in the Library of Congress releases a bibliography of good current children's books, with pictures of the covers of some of the books as illustrations. September 16, the Year of the Young Reader figures prominently as a theme in celebration of Library of Congress Family Day.

FLORIDA: January 1, 1989, the Florida Center for the Book, with the help of the Florida Hospital Association and the Florida State Library, gives to each of the 418 babies born New Year's Day in Florida a copy of the classic children's book, Good Night, Moon, and a teddy bear; to the parents, a "Raise the Reader" kit consisting of Year of the Young Reader T-shirts, the Read Aloud Handbook, by Jim Trelease, audio cassettes, and information about Florida public libraries and how to become a family of readers. Through the Broward Public Library Foundation, the Sun-Sentinel newspaper becomes a major corporate sponsor of Broward County Library's year-long YYR program, which uses the theme, "Love Me, Read To Me." January, Venice Area Public Library honors Walter Farley, author of the Black Stallion books with week-long equestrian programs and the opening of a permanent exhibit and dedication of a wing of the public library as a literary landmark honoring Farley and his wife Rosemary. February, 2,000 children and parents spend a day with favorite comics characters, attend a cartooning workshop, learn about collecting and enjoying comics, and walk through a museum quality exhibit at the South Regional/Broward Community College Library in Pembroke Pines. March, through Broward Public Library Foundation funding from the C&S Bank, the Broward County Library intiates a "Dial-a-Story" service, which receives over 7,000 calls in a week. Tallahassee mothers and infants wearing Love Me, Read to Me T-shirts gathered for special bedtime stories at Leon County Public Library. April 14-16, the Children's Reading Festival brings 4,000 young readers and adults together to celebrate reading. September, stories about Broward County's READ Campaign, sponsored by AT&T, appear in New Writings by New Writers. October 21, the Florida Center for the Book and the Florida Freelance Writers Association hold a Writers Conference on Children's Literature: Writing for Young Readers, with the keynote address by Newbery Prize winner Elaine Konigsburg. November 15, the Florida Center for the Book, with over 60 hospitals and 18 libraries participating, repeats its distribution of "Raise A Reader" kits to newborn babies, this time to each of 520 babies born on National Young Reader's Day. Miami's Book Fair International celebrates children's books with Children's Alley and Young Reader Towne; more than 45 authors and illustrators of children's literature participate. December, 1,500 underprivileged children receive gift books at Broward County Library purchased ;through American Express funding of "Books & Bears for the Holidays." (Broward County Library received the prestigious John Cotton Dana Public Relations award for the"Love Me, Read to Me" campaign, created and implemented by Broward County Library and the Broward County Library Foundation, the Florida Center for the Book, and the Florida Center for the Book, and the Sun-Sentinel newspaper, in celebration of the YYR.

ILLINOIS: December 4, 1988 to February 12, 1989, the Illinois State Museum Lockport Gallery, Lockport, Illinois, mounts an exhibition entitled, "The Artist, the Book and the Child," in celebration of the YYR, and later makes available to libraries and bookstores a reading program based on the exhibit. During 1989, to celebrate the YYR, VITAL (Volunteers in Teaching Adult Literacy) of Sauk Valley Community College place children's books and information about its teaching programs in food baskets distributed to needy families.

IOWA: January 19, 1989, the Iowa Center for the Book holds a state-wide YYR Kick-Off, inaugurating a one-year effort to register every young Iowan for a library card. September and October, public libraries and schools join forces to celebrate The Year of the Young Reader through a coordinated campaign to sign up young readers, which resulted in the issuance of some 44,000 library cards. Schools and libraries display posters related to the YYR, and give out bookmarks and a reading list of the "167 most important books for young readers".

LOUISIANA: January 1, 1989, a "First Babies of the Year" program celebrates the YYR by distributing gift books to babies born on that day, along with information for parents on the importance of reading aloud to children and guidance on the selection of books for them. February 14, state-wide, schools and libraries schedule "Drop Everything and Read! (D.E.A.R.)" time, for 15 minutes from 10:00 a.m. June, the State Library of Louisiana launched, state-wide, a Summer Reading Club program as a YYR event. August, the schools and libraries of the state start a state-wide summer reading incentive program, entitled "Give Us Books, Give Us Wings!" September, using local celebrities, libraries initiate "Celebrity Read-Ins.

MAINE: July 27-30, 1989, the First Annual Telltales Children's Book Family Festival takes place, as a Year of the Young Reader event.

MASSACHUSETTS: March 9, 1989, the Massachusetts Year of the Young Reader Kick-Off takes place in Boston, with the cooperation of WGBH-TV, which uses the occasion to publicize the television series, "Long Ago and Far Away".

MICHIGAN: Mid-December 1988, the Michigan Center for the Book mails YYR brochures and explanatory letters to all 368 public libraries and their 200-plus branches throughout the state. January 1989, the Michigan Center for the Book mails news releases announcing 1989 as the YYR to daily and community newspapers throughout the state. September - October 6, in celebration of the YYR the Michigan Center for the Book, the Purde-Kresge Library at Wayne State University and the Detroit Festival of the Arts hold the Michigan Children's Book Fair. To coincide with November 15, the Portage Public Library and Public Schools sponsor a week-long appearance by award-winning author and illustrator of children's books Steven Kellog.

MINNESOTA: September 9, 1988, Metronet, the multitype library system serving the Twin Cities, kicks off the YYR Reader with a rally at the College of St.

Catherine, in St. Paul. T-shirts, posters and balloons provide background for activity reports from public libraries, school media specialists, the Minnesota Girl Scouts, television stations, and the Stillwater Correctional Facility. November 10-19, Minneapolis Public Library sponsors a "Library Card Sign-Up YYR Kick-Off. December 3, 1988, to February 11, 1989, the Minnesota Center for the Book Arts holds an exhibition of children's books from the Kerlan Collection, at the University of Minnesota. January 1989, the Central Minnesota Reading Council sponsors a workshop at Crosby, to present over 100 teachers with ideas on celebrating the YYR. Early 1989, the Minnesota Library Foundation awards a grant to the Minnesota Association of Library Friends to produce and distribute 1000 packets of YYR materials to Friends groups, libraries and community organizations throughout the state; the Greater Minneapolis Girl Scout Council introduces a special literacy patch to recognize members' involvement with literacy and reading promotion projects. In February, the Minneapolis Public Library issues "Support the Year of the Young Reader" brochures and posters and designates February as "I Love to Read Month"; Station KTCA-TV, in "Gift of Time Pledge Month," invites adults to read to children 15 minutes a day for 31 consecutive days, using a calendar brochure developed by a group of Metropolitan State University students, with a promise of a certificate of recognition from the station if the calendar is turned in there when completed; the Northwest Regional Library system begins "Give us Books, Give us Wings" columns in two community newspapers; and the Thief River Falls Library begins "Sunday storytimes" with members of a local high school club as readers. February 7, 14 and 21, the College of St. Catherine hosts a three-part series of evening discussions related to the YYR. February 13-17, the YYR Committee holds a "Reading Fair" at the Head Start Early Childhood Family Development Center. February 15, Metronet begins distribution of a packet of reading materials designed to encourage reading aloud to young children; it includes a "Read to Me" brochure, a "Read Me a Story" book mark suggesting books to read, a sticker activity sheet for parent and child to keep current together, and an updated version of the "Hear We Grow" list of books recommended for three- to five-year-olds. April 7-8, the "Spotlight on Books Conference" at Bemidji State University highlights the YYR.

MISSOURI: January 24, 1989, the Bookmark Society of Washington University, in St. Louis, sponsors a lecture on children's literature as a YYR event.

NEBRASKA: The Nebraska Library Commission issues a YYR Activity Calendar, with suggestions on books to read and ways to celebrate the Year; supplements follow through the year. January 24, 1989, the anchor of KMTV-TV (CBS) Channel Three news focuses on the YYR. The Nebraska Library Commission publishes Our Books, Our Wings, an annotated list of books recommended by Nebraskan readers, in honor of the YYR.

NEW JERSEY: June 28, 1988, the New Jersey Reading Association holds a meeting to start planning for the YYR. November, several members of the New Jersey Reading Association lay plans for a booth at the New Jersey Education Convention, to disseminate information about the impending YYR. February 17,

1989, the New Jersey Connection (an alliance of 16 organizations collaborating in pushing the YYR) holds a first "readathon" in honor of the YYR; Scholastic Books contributes a total of 3,000 paperback books to young people at this and other New Jersey Connection "readathons", and Troll Books matches Scholastic Books' gifts. As of March 17, Sandoz Pharmaceuticals has pledged $10,000 for projects of the New Jersey Connection; and McDonald's $5,000. In April, the New Jersey Connection sends all state Youth Service Librarians a packet of basic information relating to the YYR. May 10, the New Jersey Connection unveils the first of 16 Gannett Outdoors public billboards playing up the YYR theme; John Cole attends the ceremony. May 15, a random drawing is held to select nine students (from among all those attending elementary, middle, and high schools in the state) as regional finalists in New Jersey's Enthusiastic Reader contest, three of whom will be selected at random as "New Jersey's Enthusiastic Readers, 1989," to represent all students who value reading. June 15, the New Jersey Connection publishes a book of children's writings about reading during the YYR. By September 25, there have been 19 public readathons held since January 1, in shopping malls and libraries to celebrate the YYR. November 9, the New Jersey Connection presents its Enthusiastic Reader Awards at the New Jersey Education Association Convention in Atlantic City.

NEW YORK: November 12, 1988, the Children's Book Council, in observance of Children's Book Week and the YYR, sponsors a conference in New York City on "Social Responsibility and Children's and Young Adult Books." February 8, 1989, the Book-of-the-Month Club, in conjunction with the New York Public Library, initiates a lecture series, "Worlds of Childhood," at the New York Public Library, to celebrate the YYR. Speakers, all authors of children's books, are Maurice Sendak (also a noted illustrator), Katherine Paterson, Jean Fritz, Rosemary Wells, Jack Prelutsky, and Jill Krementz.

OKLAHOMA: September 28, 1988, the Oklahoma Center for the Book sponsors a kick-off for the YYR, which includes a report on plans for the "1989 Oklahoma Reading Celebration" distribution of YYR activity manuals for librarians and teachers, a presentation by children's book illustrator Peter Spier, and the announcement that the governor has proclaimed 1989 the Year of the Young Reader. September 14, 1989, the Oklahoma Center for the Book coordinates as reception, held as part of a conference for school library media specialists, teachers and principals, with the theme, "At Home with an Oklahoma Author." November 15, the Oklahoma Center for the Book co-sponsors, with Pizza Hut and the Oklahoma Reading Association, a major three-part celebration: (1) a 15-minute D.E.A.R. (Drop Everything and Read) time, where schools, businesses, and citizens stop what they are doing and read for fun; (2) a convening of over 500 sixth-to-ninth grade students, from 30 school districts, at the state capitol to "Read Around the Rotunda," bringing their favorite reading as part of D.E.A.R. time, after which celebrities read aloud to them in either the House or the Senate chambers; and (3) a banner contest for students K-12 to interpret "National Young Reader's Day" creatively, the 12 winning banners to be hung in the state capitol during National Young Reader's Day.

RHODE ISLAND: January 1989, the Rhode Island Department of State Library Services initiates "Reading Time," a YYR project undertaken in conjunction with Looking Glass Theatre to demonstrate "New Readers Theater" and guide parents in ways to share books with their children. January - March, public libraries celebrate the YYR with a "Parents as Reading Partners" program. March 12-18, public libraries celebrate "Reading Week" with the theme, "Just Say Yes to Reading." June-August, public libraries celebrate the YYR in summer reading programs. October 16-22, public libraries celebrate "Family Reading Week."

TEXAS: 1988: The Texas Center for the Book and the Texas State Library, in preparation for celebrating of the YYR, invite the young people of the state to participate in the Write on Reading/Art of Reading Contest: over 5,000 children eventually submit artwork, photography, poems, short stories and essays dealing with their feelings about books and reading. The Texas Center for the Book, drawing on the entries, designs and publishes a small book and a poster. June 1989, the Texas Center for the Book hosts an exhibit, highlighting the children's written efforts and artwork, during the Dallas conference of the American Library Association. January 1990, the Texas Center, with help from Librarian of Congress James H. Billington, inaugurates a travelling exhibit based on entries to the same contest.

WASHINGTON: November 15, the Seattle Public Library, in cooperation with the Washington Center for the Book, begins distributing "Raise a Reader" kits to new parents and their babies.

PROJECTS IN THE SCHOOLS: A SELECTIVE LISTING

Schools across the country, from the Atlantic to the Territory of Guam sponsored special events or implemented special programs in celebration of the YYR. A representative sampling follows, drawn from the International Reading Association's Reading Today (Vol 6, No. 6, and Vol 7, Nos. 2 and 3, carried particularly heavy coverage of these activities).

CONNECTICUT: A school in Danbury celebrated reading with a campaign called "All Feet Lead to the Library," in which every child whose parents verified the completed reading of a book placed his or her name and the title of a book on a "footstep" on the road to the library (starting at the front door of the school, the path wound through the corridors, ending at the library). FLORIDA: 175 Bkroward County public schools, students, and all school staff participated in "Read Across Broward," 30 minutes set aside to Drop Everything And Read. For four weeks a special promotion called "R.T." (for Reading Time) encouraged reading for pleasure among the students and staff at a school in Casselberry. GEORGIA: A firefighter from the Antioch Fire Department read a book about being a firefighter to children in a kindergarten class in Atlanta. GUAM: As the climax of a month-long Year of the Young Reader program 46 first-graders received Caldecott and Newbery-Award-winning books. ILLINOIS: A school in Oak Park started off the

Year of the Young Reader by sending a parent/child contract home with each student asking parents and children to participate in a reading aloud program. INDIANA: A school in Evansville designated November as Reading Month, with weekly themes such as "Tip Your Hat to Reading" (students wore favorite hats), "Three Cheers for Reading" (students wore school colors), and "Share a Book with a Friend" (upper grade students were paired with lower grade students for shared reading time). KANSAS: A school in Lawrence celebrated a day highlighting "Reading Around the World," by displaying the results of the research undertaken by each class about the country it had earlier selected to study, reading nonfiction books, articles and pamphlets on that country. MAINE: Children at a school in Old Orchard Beach competed to collect over $200 by obtaining signatures, and a penny with each, from people who agreed, "I Love to Read," the funds going to the purchase of books for the library and the winning homeroom. MARYLAND: A school in Baltimore already known as "The School That Reads" established an individualized reading program that involved homes, students, and the school. MASSACHUSETTS: A teacher at a school in Vineyard Haven instituted a Paired Reading program, involving students at the school and their parents, all of whom agreed that the program was an enjoyable way to become involved in the development of their children's reading fluency and comprehension. MICHIGAN: Students, grades one through three, and their teachers at a school in Trenton spent an afternoon dressed as their favorite storybook characters. NEBRASKA: First graders at a school in Stanton packed lunches and books and boarded a bus for an elementary school 20 miles away, in Norfolk, for a day of togetherness through reading. NEW JERSEY: The Wanaque School District planned a different activity for every month, including a "Read Me Day" (March) on which teachers and children wore clothing that could be read; "Adopt a Book/Decorate a Door" (May), in which each class adopted a book and decorated a door accordingly; "Summertime and the Reading is Easy" (June), used as a theme to stimulate discussion of favorite books, which were then compiled into a suggested summer reading list; and "RTV" (October), in which book reviews, reports, storytelling, and plays were videotaped for airing on the local cable channel. NORTH CAROLINA: The Young Authors Project of the North Carolina Council of IRA celebrated the YYR with the publication of a book in which over 250 young authors shared reading experiences that helped them to grow, not only more literate but more human. OKLAHOMA: Fifth and sixth grade students at a school in Comanche earned a pass to attend an overnight "Read-In" by reading 15 or more books within an eight-week period. OREGON: Students at a primary school in Molalla went "bananas" over books, with banana plants, T-shirts, banners, and a book-reading (plush) gorilla to prove it, in a campaign designed to have the 430 first, second, and third grade students read 8,000 books in six months. PENNSYLVANIA: A child at a school in Folcroft created a special calendar, illustrated with photographs of second graders reading. RHODE ISLAND: To celebrate May as the Month of the Young Reader and with the financial support of local businesses, newspapers were supplied throughout the month to all public schools for grades four through eight. TENNESSEE: A teacher in an Old Hickory school developed a special program for kindergarten through sixth grade entitled "Take Me to Your Reader," a checkout program for books and tapes

for parents to use with their children at home. VERMONT: A school in Windsor celebrated the YYR with monthly activities financed in part by retired teachers, who donated money in memory of a former principal and a first grade teacher; the funds were used to provide, among other things, "We Love Reading" pins for awards and YYR book bags. VIRGINIA: Twenty first-graders at a school in Arlington participated in a club with five third-graders who served as reading teachers, meeting for 40 minutes, four days a week, for three weeks, with each student reading teacher reading two books to his or her group of four young readers. WASHINGTON: A high-school English composition class adopted a project of reading to primary school students. WISCONSIN: A school in Chippewa made a collection in book form of stories dictated by first-graders on the computer and illustrated by high school art students and a cooperative art teacher; it won a blue ribbon at the Northern Wisconsin State Fair.

PUBLICITY

Brochures

In the spring of 1988, the Center for the Book produced a multi-colored brochure describing the YYR campaign and how schools, libraries and other organizations, as well as families, could participate. The brochure also disseminated a logo and a slogan: "Give Us Books, Give Us Wings". Made possible by a contribution from Pizza Hut, Inc., the brochure was reprinted twice. The Center for the Book and Pizza Hut distributed about 50,000 copies between June 1988 and March 1989. In the spring of 1989, Pizza Hut, in connection with its BOOK IT! National Reading Incentive Program, issued a brochure describing potential activities for November 15, 1989, National Young Reader's Day, co-sponsored by Pizza Hut and the Center for the Book, as part of the YYR.

Television spots

Mrs. Bush and PBS Reading Rainbow star LeVar Burton prepared video public service announcements hailing the YYR (see also under Television Projects, below). Project PLUS filmed and distributed Mrs. Bush's message.

Press:

Library of Congress press releases concerning the YYR provided a basis for notices and publicity in professional journals such as Wilson Library Bulletin, Reading Today, School Library Journal, Publishers Weekly, and American Libraries.

By March 1990, a story prepared by the North American Press Syndicate during the YYR, featuring the YYR logo and Mrs. Bush's advice on how to participate in YYR activities, had generated 872 articles in 38 different states, with a readership of over nearly 4,700,000.

The November 15-16, 1989, symposium on "Learning Opportunities for Children: Libraries and Their Partners," was the subject of articles appearing in American Libraries and School Library Journal.

Hundreds of clippings describing state, regional and local YYR projects have reached the Center for the Book, where they have been filed by state.

TELEVISION PROJECTS

CBS produced and distributed to public libraries a YYR poster/guide that featured the logo, a quote from Mrs. Bush, and dozens of ideas for activities. The poster used was the winning entry in a "young reader" art contest sponsored by CBS affiliates in 1988.

NBC produced and distributed to public libraries a YYR poster/guide which featured an activity sheet, a reading list, and a calendar of events. The poster on the inside featured NBC stars and the theme, "The More You Read, The More You Know."

Cap'n O.G. Readmore, the character created by the Center for the Book and ABC Children's Television, continued his weekly appearances on ABC Saturday televisionand made special "in-(cat)person" appearances at YYR events at the Library of Congress and the U.S. Department of Education.

A&E Cable Network publicized the YYR and the Center for the Book in its program guide, regularly providing a reading list "developed jointly with the Center for the Book in the Library of Congress."

Bravo Cable Network developed a special project, BRAVO FOR BOOKS, to celebrate the YYR. It included celebrity public service announcements promoting reading; a November "Literacy Festival" with programs based on literature, writers, and writing; and a nationwide high school drama competition for the 1989-90 school year.

PBS had its Elementary/Secondary Service provide free reading lists compiled by the Library of Congress and the American Library Association. Its Reading Rainbow star LeVar Burton appeared in a series of YYR video public service announcements, of 30, 20, 15 and 10 seconds' duration, released nationally during the first quarter of 1989 to network and local television stations, and cable TV operators.

POSTERS AND PUBLICATIONS

The American Library Association issued three posters: "Year of the Young Reader," a commemorative poster by noted illustrator Chris van Allsburg; "A Nation

of Young Readers," made up of photographs from ALA/Library of Congress national photo contest featuring young readers; and, in cooperation with the Library of Congress, "Share the Joy of Reading," showing Honorary Chairperson Barbara Bush with three young friends.

The Library of Congress issued a poster, "A Book is the Best Friend," a rendering of a prize-winning photograph of a little girl holding the book Stormy.

The Oklahoma Center for the Book commissioned a poster, "Oklahoma Celebrates the Year of the Young Reader," by Oklahoma author/illustrator Peggy Anderson.

The Wisconsin Center for the Book commissioned a poster, "The Flowers of Tomorrow are in the Seeds of Today," by Lois Ehlert.

The Southern California Project for the Year of the Young Reader and the Association of Booksellers for Children produced a poster, "Read to Me," by Jane Dyer.

The Southern California Project for the Year of the Young Reader, in conjunction with the California Center for the Book, published The Young Reader's Quotation Book, edited by Steven Gilbar.

David R. Godine, Publisher, Inc., in association with the Center for the Book in the Library of Congress, published The Open Door: When Writers Learned to Read, edited by Steven Gilbar.

The Nebraska Library Commission, on behalf of its Committee for the Year of the Young Reader, published Our Books Our Wings: Books Nebraskans Read and Treasure, edited by Chlorene M. Hardy and Roberta E. Fagan.

The Society of Typesetters of America, in association with the Center for the Book in the Library of Congress, published ZYX: 26 Poetic Portraits, an Alphabet Book.

Miscellaneous products: A banner, book bag, bookmarks, notebook and pencil, patches (iron-on and sew-on), refrigerator magnets, T-shirts -- all emblazoned with the Year of the Young Reader logo.

NATIONAL ASSOCIATIONS AND ORGANIZATIONS: National associations and advocacy groups active in promoting literacy and reading figured prominently in the campaign:

American Booksellers Association: The ABA made the YYR the theme of its national convention in June.

American Library Association: The ALA designed and printed posters publicizing the YYR and helped develop and market other YYR products. With the Center

for the Book in the Library of Congress its Association for Library Service to Children sponsored a seminar, November 15-16, on "Learning Opportunities for Children: Libraries and Their Partners."

Association of Booksellers for Children: The ABC published a bi-monthly newsletter for its members for the YYR, beginning in September 1988. It marked the YYR with a special program and dinner at the ABA meetings in June 1989.

Boy Scouts of America: The Boy Scout magazine, Boys' Life, held a book report contest in conjunction with the YYR. From over 1,200 entries it selected 15 winners in each of three age divisions. Each winner received a prize book. Letters from scout leaders, parents and teachers praised the contest.

Cartoonists Across America: Cartoonists Across America helped celebrate the YYR by using the theme in its programs and on its products, including the "Read - Avoid Extinction" T-shirt.

International Reading Association: The IRA used its national organization to encourage YYR activities, urging readers of its bimonthly newspaper, Reading Today, to share such activities with other readers by sending descriptions of them into the paper. Three issues of the newspaper carried lengthy accounts of YYR events.

Project Literacy U.S. (PLUS): Project PLUS produced a 30-second YYR message by Mrs. Bush, which became available for replay as a public service announcements.

Reading Is Fundamental: Reading is Fundamental began its celebration of the YYR with a national poster contest involving nearly a half million young readers. Throughout 1989 it used the YYR as a unifying theme for many of its activities.

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